WHAT THE STAR ADVERTISING HAS DONE FOR KANN'S.

"Printers' ink and a thorough education in the school of merchandising is what has placed the Busy Corner as the foremost and leading department store of our city today," were the sentiments expressed by Mr. A. Kaufman, the manager and advertising

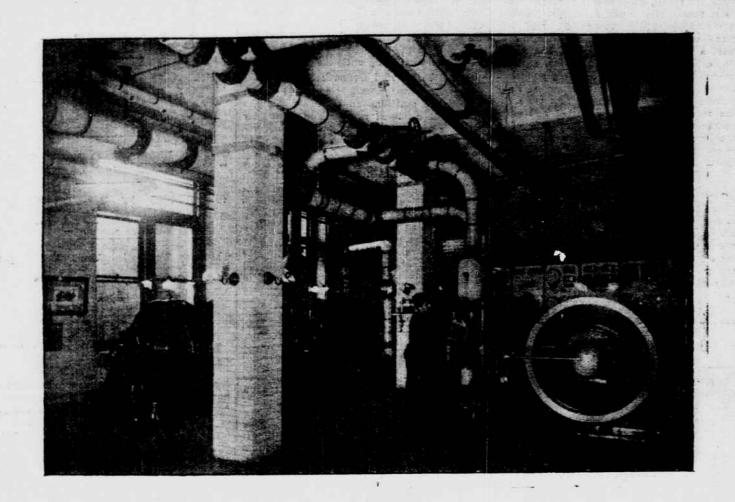
"Yes, I have seen this big establishment grow from a very small sprig and helped to

nurse it until today it's an oak of great

strength. The success of a house like ours depends on two great factors-truthful advertising and honest goods. When

we first started here in Washington, about

man for S. Kann, Sons & Co.



In the Engine Room.

THE STAR'S CIRCULATION CAN

ALWAYS BE RELIED UPON.



San Francisco - and their expectations are G. A. Lewis. equally varied in regard to goods and prices.

We have no working population, for we have no factories and no mills. Washing ton's population is on a high plane of inand it takes a high-grade newsmuch of a circulation here. Sensitional newspaper, a poorly edited newspaper, an unreliable newspaper would stand no show in Washington.
"What is general news in other cities !

local news in Washington. A treaty with Spain, army appointments to the Philippines, a new Secretary of the Treasury, to irrigate Arizona or steam-her Alaska are items of local news in Washington. This gives our newspapers an enormous field and reduces to a paragraph a story that would make a column almost anywhere else. It means employing a large staff of high-priced experts and the rost conservative editing in this country.

The Star never sacrifices its reliability

by hasty publicity. Unless you live in Washington for five or ten years you can't appreciate the process which everything that is printed in The Star is obliged to pass before it reaches the public. The smazing grasp The Star has of every subject of public interest in all its bearings is only equaled by the amazing intelligence of Star readers. Chess experts do not study a chess combination more closely than people study The Star. It comes out at the time when the population is ready to read. Government employes are through work at 4 o'clock and have plenty of time after that to read The Star, much as it contains. And they are a reading public, keenly interested in the wide range of news The Star publishes, and particularly found of its special features. They are as a class people of cultivation of mind, and e Star sets before them an abundance of the best in miscellany, art, music drama, literature and science. About twice a week The Star expands into a magazine "If I were to have my choice of things in this world I would ask for the ownership of the New York Herald, the Balti more Sun or The Washington Star. "The Star's circulation is the surest thing in this world. If there is anybody

THE SUREST THING ments has this to say: "The efficacy of carefully as the women do. This is because The Evening Star as an advertising medium can be summed up in a very few words-it has always entirely covered the field and has always brought sure returns. Not granting credit, the Palais Royal must rely mainly on prices and quality-the former must be lower or the latter must be better "What Washington is as an advertising than prevailing. These facts must be conproposition can only be understood by an stantly demonstrated in deeds and words, analysis of its population," said Mr. G. A. and extensive and convincing advertising Lewis, the advertising manager of the is rendered positively essential, and much Saks stores. "Washington is composed of more important than to the merchants people who come here from all parts of whose patrons are tied to them with "acthe country to work counts." The Palais Royal advertisements in The Evening Star have been extensive or to work for those and continuous for nearly twenty-five years, not because it is a low-priced medium, but because results have been uniformly good and certain. Conditions make this an evening newspaper town, and, since every-body seems to read The Star, it is difficult

> vertising medium. The enduring strength of The Star is the outcome of strict honesty on the part of the proprietors. The advertiser is told the ex-act circulation and he knows he is told the mazoo style, the Boston style, the Texas style, the Pittsburg style, the Florida style or the style in San Francisco—and their expectations are advertisements never escape the keen eyes of the management and are always prompt-The Star's 'corner stone'

to overestimate the value of such an ad-

FOR MEN AND WOMEN

ADVERTISEMENTS IN THE STAR REACH EVERYBODY.

Mr. George W. Miller, the proprietor of he Miller Advertising Bureau and the Mil ler Art Press, with extensive offices in 11th street and the patronage of a score of successful local adver-

tisers, is an expert

both at ad, writing

and designing and has a knowledge of Washington adver-

tising mediums and

methods that he has

gained in many

years' experience. He

has also a critical

knowledge of adver-

tising in other cities

from acquaintance

with the advertising

fraternity in the

principal cities and

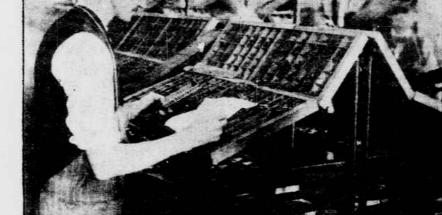
from comparison of the advertising and



Geo. W. Miller.

the advertising mediums of different cities as the opportunity has offered. The Star is First.

"After comparing the results obtained by advertisers in other cities with the results btained by advertisers in The Star of this city. I am convinced that no newspaper in the United States so completely covers its who can't go in and find out the circulation of The Star any time he wants to-I have printed about The Star from time to time is absolutely true. It does reach practical-



a specialty, is to spend most of his mone in The Star, and then back it up by his cording to his line of business.

ad.-writing and ad.-setting.

ters to business men or to social butterflies;

"I do not mean this as a comparison of The Star with the other newspapers of used to better advantage in advertising some specials in which the public would be Washington. We have splendid newspa-Washington. We have splendid newspa-pers here. They are valuable newspapers, but this fact does not alter the fact that The Star has attained a place in the newspaper and advertising world that makes it famous the world over and a notable indaily paper in the Union which caters to a population the size of ours with as much stance of marvelous success by the steady employment of the best methods and the strictest adherence to the principles which it has established.

"The Star's rate is its rate card. Nobody ever thinks of trying to get space in The Star for less. When we publish an advertisement in The Star we know that we get a certain amount of business the next day. Nowhere else in the country do merchants expect so much from their advertising as merchants here expect from The Star. Women wait for The Star before doing their buying, and it has great value also for reaching the men of Washington. "Some advertisers make the mistake of trying to get special position in The Star. They try to get over on the back page. Really the best place in The Star is run-of-

paper.
"Advertising to be successful in Washington must be of the Washington kind. It must be reat, artistic and nicely written. If it is big and coarse that fact swings it away from the path of the reader, and it is passed by. The advertiser who wants to get the best results from his expenditures in this city must have his advertising conform to the Washington style, which we think is the best advertising in the country, an opinion which seems to be pret-ty well shared by advertising men all over the United States. We think it is good advertising, because it is the best advertising that we can learn how to make. It is the kind of advertising that makes a newspaper look readable and artistic and interesting on every page, and which makes every page of the paper a good page for the advertiser. It is the kind of advertising that attracts and does not offend the reader.

Perilous.

"I got myself landed in the midst of about

path of success slowly, and, as we

ON THE "BUSY CORNER" valuing. We have an advertising phrase which expresses this pretty well: 'Prices to

principle. A column of advertising then A. Kaufman. was as big as a page of the present time. First we tried one paper, and then we tried another, and still another, until today we are known as the largest advertisers in Washington, which fact advertising statistics will prove. "Regarding the doings in our advertising department, I would say that there are many little details connected with this branch which may not be of as much interest to the ad. writer as they are to the pub-

lic. Not to be in the least egotistical, I am prone to say that our firm was the first to The Star has successfully cultivated the ad.-reading habit. It is a pleasure to read the ads. in The Star. They are interesting—

prone to say that our lim was the first to introduce a store department sheet for advertising matter, which has proven quite a tions to you with especial gratification." the ads. in The Star. They are interestingly written. They contain the brightest advertising brains our local merchants can secure. They are beautifully printed. Newspaper publishers all over America send for The Star to get the best ideas in ad-setting. ad.-writing and ad.-setting.

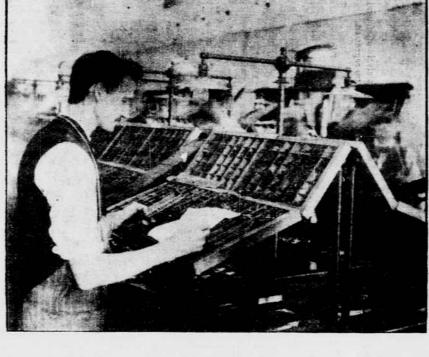
"The men of Washington have found that the pleasure they take in reading Star advertising is an accompaniment of profit.

They have learned that it is a matter of rot abbreviate names of fabrics and makers, rot abbreviate names of fabrics and makers, They have learned that it is a matter of importance for them to keep in touch with the merchants who advertise in The Star. They have learned to look in The Star for not only bargains, but for announcements of every character, and thus you will find the star to the star of every character, and thus you will find the star to the of every character, and thus you will find tion is made to the typewriter, and the matter is prepared for the paper which is things seldom advertised in newspapers. The merchants of this city have found ing a margin of a day in advance. I was close having been the most successful in the cultivation of trade by other means to also told that the pags ads. that appear in be expensive and not so productive of results. Even merchants who cater to the trade of a limited list find they can get issue.

more business through Star advertising than they can through circulars, booklets or personal solicitation, though these "Do you keep a record of all of your advertisements?"

"Most assuredly; we have a monthly recthings, especially booklets, are concomitant with good advertising aiways. By this I mean that the best way for any man expecting to do business in Washington. whether he caters to a hundred people or a compare trade and tell exactly the condi-hundred thousand people; whether he ca-

"Do you do any out-of-town advertising?"



THE OLD METHOD.

"Quite a little," replied Mr. Kaufman.
"We are well represented by weekly papers throughout Virginia and Maryland, which also requires quite a little of attention rewhether he runs a barber shop or a bank, a department store or a store that deals in goods and supplement it by bright, artistic booklets and catalogues and brochures—ac"I notice that you do not use cuts as ex-

The Star's Success.

satisfaction to its readers, as well as those who bank their money for profitable results, as the Washington Star."

"Your question regarding our holiday displayed to the control of the "The fact that is not least important play can readily be answered. Our stocks as you see them are by far greater, better about The Star is this: It enables an advertiser to cover the whole of Washington and lower priced than any of the past years of our business career, but what gives us greater prestige this season are the at a price that is remarkably moderate considering the service rendered. Comparing its rates with the rates charged by pa-pers in other cities and comparing its rates with its circulation and the results its adthis past summer, giving the shopping pub-lic of Washington many exclusive things vertising brings, and any one who is well informed will say there is not a newspaper in America gives more for the money and few, if any, that give as much."

"When it comes to circulation, no one ever doubts The Star. It has exactly the circulation it claims and is ready to prove it at any time. Rates.

nine years ago, we In Washington Papers Only. started in a very "Our advertising is confined exclusively modest way. We to Washington papers. This is because the crawled along the Washington field is at present large enough for our facilities and because every one in

which expresses this pretty well: 'Prices to

win your trade and values to retain it.' To support such a platform as that King's Palace has needed particular facilities. We have had to establish large workrooms. Our millinery importations have been made

light. To one glance at a billboard the woman buyer in a household gives ten to

a newspaper. She sees the billboards from the street cars only when she has made up

the street cars only when she has made up her mind from the newspapers what to buy and has set out for some particular thing. As for the men, all the street ad-vertising in the world is lost on them. They whirl by with their eyes fastened on news-papers. Occasionally we send circulars through the mails, but they are intended for

special classes and special occasions, and could not be expected to reach half so many persons as the newspapers.

Washington reads the local papers. thought, surely.

Everything we did was on the same principle. A column the fact that it goes into the home and stays there, to the fact that it is read by every member of the family of a reading age, and to the fact that it is invariably

clean and wholesome. "King's Palace thus demonstrates in the most practical way its faith in The Star Personally, I believe it to be an ideal ad-vertising medium. It covers the entire city and covers it well. Its presswork is admirable. It displays 'ads' with the rarest skill, and the ad. writer is thus enabled to say whatever he wants to say to the entire city. As King's Palace and The Star are almost contemporaneous in their birth and development, we extend our cougratula-

TRACES DIRECT RESULTS

HECHT & COMPANY FIND STAR "ADS." PRODUCTIVE.

"Our business," said Mr. Alfred T. Marks, advertising manager for the firm of Hecht money to spend for goods. When they are advertised in The Star the people know & Co., "has much more than kept pace they can depend upon them.
"It doesn't matter what the condition of with Washington's commercial progress during the seven years we have been established, the year just drawing to a bargains in The Star there are always purclose having been the most successful in chasers out to take advantage of the spe cial sales, even though they sometimes have to come out in the rain and mud to do so. our history. Within a few weeks we will

begin the erection of If the paper says the goods will be offered at a certain price on a certain day, the peothe mammoth new addition to our ple know that they will not be disappointed.
"As to the make-up of the paper-its stores, the property general appearance—I want to say right here that if the publishers of papers in immediately adjoining our present esother large cities want to get some pointers tablishment on the tablishment on the north having been purchased for that on how to get up a first-class newspaper, as respects its style, display type arrangement and attractiveness, all of which play an important part in catching the eye of purpose." the reader, they can obtain the informa-tion by a perusal of The Star. The clean, "To what, chiefly,

solid business methods of the management are indicated in the appearance of the do you attribute the continuous and rapid paper.
"I was struck with the truthfulness of a growth of your business?" "The two most im-

portant factors are

Alfred T. Marks. strictly up - to - date store methods and the liberal use of printer's ink, although there are many contributory reasons of almost equal importance, such as the buying system in which our seven stores co-operate. We have five establishments in Baltimore and one in New York city in addition to the Washington have. to the Washington house. Then, too, our unique and broadly liberal credit plan has thousands, as is shown in the fact that we have opened more than 100,000 accounts, and have today on our books about 42,000 open accounts. You will understand our methods are entirely different from those of the old-fashioned 'installment' houses when I say that the same prices prevail whether a patron has purchases charged or cash. There is absolutely no additional ex-pense for the 'charge-it' privilege.

Increased Allowances for Advertising. "Of course, our advertising plays a most important part. We are spending many thousands of dollars annually, and are steadily increasing the appropriations. About two-thirds of the expenditure is devoted to Evening Star advertising, from which we have always secured prompt and satisfactory results. Our advertising is carefully prepared, and exaggerations or misstatements are never, under any cir-cumstances, permitted. Proofsheets of all advertisements are submitted to a member of the firm or the general manager for

O. K.
"We have carefully and closely watched the results of our advertising, and are fully convinced that The Star covers Washington most effectually, reaching all sections and appealing to all classes."

Tracing Direct Results.

"Have you been able to trace direct returns from Star advertising?"

"Invariably. I may say that three-fourths of the responses to our advertising are arect, although I am a believer in 'cumulative' result: and that money spent in advertising of the right kind is not in any of readers, clear, bright editorials and newsy columns of everyday doings, has contributed materially as one of the guiding stars of our growth. I know of no other sense an expense, but rather an invest-

"What are your chief lines?"
"Ours is a department store in the most modern and up-to-date sense. Everything wearable, from head to foot, for men, women and children, dry goods, upholstery goods, notions, bric-a-brac, toys, etc., make up the lines. Men's clothing and women's ready-to-wear tailored garments are the most important departments, and these have taken a place with the best displays of the kinds in Wasnington. Every department is presided over by a manager of long and successful experience, and the lines are always kept up to the very moment in styles.

A Good Year in Prospect. "What, in your opinion, are the business

prospects for the coming year?" "Every indication points to an exceptionally prosperous year. Many industrial issues which have been disturbing factors during the year just closing give promise of early and permanent settlement. Manu-facturing and wholesaling interests are on a splendid basis. We are looking forward

to a most prosperous season.

"In behalf of Hecht & Co. I congratulate The Star upon attaining its half-hundredth birthday, and hope it will be with us for many years to come as the ex-ponent and exemplar of clean, clear-cut

ADVERTISEMENTS IN THE STAR BRING RESULTS.

"I can speak without any reservation as to the superior excellence of The Star as "We have undoubt- an advertising medium," said Mr. Samuel edly the largest mil- Hart, the advertising manager of Lanslinery house south of burgh & Bro. "When I first took charge of the Philadelphia," he advertising department of this store, about said recently. "Our five years ago, we were doing a small amount stock includes also of advertising with The Star-less than 50,000 lines a year.

At the present time we are running more than 100,000 lines, and are increasing the amount right along, so that next year our space in its columns will be con-



THE MODERN METHOD.

fore us that the business of the firm has

The Star has been enlarged.

AN AD. WRITER'S VIEWS noticeably increased as our advertising in "I have found out by comparisons that The Star is, without a doubt, the best ad-THE STAR'S CARE OF SMALL AD-

vertising medium in Washington. Any-thing advertised in its columns sells, for VERTISERS. the people of the city have learned to have exceptional confidence in what it presents to them. The paper circulates among the best class of people, and it is considered that a household in Wasnington without The Star is incomplete—there is something lacking to make the domestic life the most An authority on advertising and its value is J. Albert Shaffer, the newspaper advertising man of this city. Mr. Shaffer does enjoyable and beneficial. It goes among the class of people who always have the not confine himself solely to the local field.

He is a recognized advertiing agent and places business during the year in from seventy-five to 100 newspapers and magazines of note, extending to the middle west and to the extreme south. He always picks the best mediums and believes that none other pays.

Mr. Shaffer enjoys the same high opinion of The Evening Star as an advertising medium as others who know, and Mr. Shaffer's opinion is worth something. There are some people in Washing-

ton who think the advertising rates J. Albert Shaffer. here are high.
To this Mr. Shaffer says no. He states from his personal

certain article which appeared in The Star a few days ago, relative to circular adver-tising, in which it was stated that a man sent out 35,000 circulars, advertising a par- I knowledge, covering the daily newspapers



WITH HIS OWN DELIVERY WAGON.

printed, for the postage, and also the cost of addressing the circulars, the total cost United States, the character and quality of amounting to about \$1.000. The same ad. the circulation of the newspapers, of course, could have been put in The Star for the considered.

matter of a few dollars, and it would have The remarkable hold The Evening Star reached as many or more people and been productive of larger and better results, as Shaffer sums up in one word—"Results." it would have enjoyed the advantage of the confidence of the public accruing from the ants, Mr. Fred. Allen and Mr. George W.

As I said before, the Star Feaches the entire purchasing public of the city, the people who have the money to spend. It has wonderful pulling power. Its success is due to the fact that it is a good, straightforward newspaper, having solid principles in the servative Washington business houses, comprising almost every line of industry, and which do not believe in splurge advertising, but keep at it all the time with winforward newspaper, having solid principles in the people with the servative washington business houses, comprising almost every line of industry, and which do not believe in splurge advertising, but keep at it all the time with winforward newspaper, having solid principles. and sticking close to them. Its managers enjoy the perfect respect and confidence of the people of this community. They have made a great newspaper, and they are "This is on the principle that the large admaking it better every year. It is a monu- vertisement will take care of itself. The

ticular article. He was obliged to pay for the printing, for the paper on which it was Washington are not only as low but lower

high standing of the paper.

"As I said before. The Star reaches the tising of a large number of solid and con-



MAKING UP IN THE COMPOSING ROOM.

siderably larger than ment to the best journalism and the city

people can't help seeing it. But to develop



strong position with the business of the year before.

THE PULLING POWERS OF THE STAR CAN'T BE OVERESTIMATED.

TAKING IN PAPER.

One of the leading stores of Washington and constantly testing the virtue of enterprising use of advartising space. The Palais Royal is in position to Judge accurately of the merits of the Washington newspapers. It occupies a handsome five-story structure, situated in the center of the fashionable region, and upon its counters are offered a surprisingly large olce of the goods

ANEVENINGPAPERCITY

that appeal to a diseriminating purchasing public, embracing both the middle and the upper classes. The store methods are those employed by the largest and most successful stores in New York, Philadelphia and Chicago. They have enabled the Palais Royal to attain a

the shopping public of Washington, and to secure each year a notable increase over

y every family in Washington that is worth reaching. It does have a marvelous influence upon its readers and they respond wonderfully to its advertising. It does have a very unusual pulling power, a pulling power that no newspaper anywhere in the country has in equal ratio, judging from what advertisers and merchants tell me of the papers in other cities, and what I know to be true by personal experience.

"It is true that The Star's circulation is exactly what its owners represent

exactly what its owners represent it to be. Nobody in Washington ever doubted that, and if anybody anywhere else doubted it, The Star keeps its books wide open for any advertiser to walk in and look them over any time. And it keeps its press room open. But that is not the proof we that live here in Washington consider the most. It is the proof we have before our eyes every day in our own families and on the doorsteps. All through the resident sections of the city, go anywhere you like where there are homes in the District of Columbia, and you will find the paper left on the front porch. And where The Star is not left on the steps it is brought home by the master of the house who buys it downtown in order to read it on the way uptown. But this is the exception and not the rule. The women of the family want The Star as soon as they can get it, and usually insist upon having it left at the door. They are the important consideration for advertisers.

"Ninety per cent of all the buying in stores is done by women. They dominate even the purchasing of husbands and brothers. The man who attempts to buy his necktles and overcoats without consulting his women folks has necktles are ing his women folks has nerve beyond the ordinary

Why Men Read Star Ads. "But a curious thing about The Star is

No: the microbe did not care to travel in a kiss; decidedly not. Oh, yes, he had tried it; just once.

four acres of forehead, and I was like to the business of the year before.

The writer of the Palais Royal advertise
the fact that the men of Washington seem have been chilled to death before I for my way out!" said he, shivering.

In Beston? Well, possibly.

KING'S PALACE REACHES ENTIRE MARKET THROUGH THE STAR.

many new novelties which our Mr. Louis Kann and other buyers bought while abroad

which others are unable to show.
"The firm, as well as myself and adver-

tising assistants, extend to the founders of

of their grand success, still greater laurels

USESNEWSPAPERSONLY

and another half century of good health."

Star on this, the fiftieth anniversary

tensively as some of the other advertisers; do you not believe in their efficiency?"

"Yes, somewhat; but it seems to me that in the majority of cases the space could be

Mr. Arthur G. Newmyer, the advertising Mr. Arthur G. Newmyer, the advertising journalism, an honor to Washington and a agent for King's Palace, is exclusively a credit to itself." product of Washington institutions, and is, therefore, particularly well equipped to THE BEST MEDIUM speak of local advertising conditions. He is a graduate of the District schools, managed "The Balance Sheet," the school periodical of the Business High School, and there ob-

tained the commercial training which has established him in his present posi-

a heavy line of cloaks and suits, dry goods, fancy goods and similar wares, but we are known chiefly as a millinery and cloak house, and our sales A. G. Newmeyer. justify that reputa-

"The business is forty-seven years old. In all that time it has grown steadily, until the cash receipts of 1901 were the greatest the firm has ever known. During the present year various industrial conditions have upset all trade calculations, but the year will be prosperous, nevertheless. Unspasmodic Efforts to Win Trade.

ever before. This would seem to indicate our confidence in The Star as an advertising medium.

We believe the the star are deserved."

ment to the best journalism and the city of Washington is proud of The Star and its success. The newspaper publishers of America have honored The Star's managers to election to the highest offices in their gift, and these honors have been bestowed washington paper."

people can't help seeing it. But to develop the small advertiser into a constant advertiser and a big advertiser every advantage of location must be given him. This The Star does as is not done by any other washington paper."

J. Albert Shaffer established his news-

Unspasmodic Efforts to Win Trade.

"This increase is due to persistent efforts to cultivate trade through unspasmodic advertising and underpricing without under
"This increase is due to persistent efforts to cultivate trade through unspasmodic advertising and underpricing without under
"This increase is due to persistent efforts to wing space in its column to cultivate trade through unspasmodic advertising and underpricing without under
"This increase is due to persistent efforts to cultivate trade through unspasmodic advertising and underpricing without under
"This increase is due to persistent efforts to cultivate trade through unspasmodic advertising business December 4.

"At Plintz, near Dresden, is the largest camellia in Europe. It is 160 years old, about fifty feet hign, and has 40,000 bloss soms each season.

"This increase is due to persistent efforts to cultivate trade through unspasmodic advertising business December 4.

Samuel Hart. Plintz, near Dresden, is the largest camellia in Europe. It is 160 years old, about fifty feet hign, and has 40,000 bloss soms each season. J. Albert Shaffer established his news-